

December 2010

PAID, VERIFIED & ANALYZED NON-PAID MAGAZINE PHRASING

1. Replica Digital Editions

DESCRIPTION OF DIGITAL (Replica): The Digital Edition (Replica) is an exact replica of the print product in format and advertising content. The Digital Edition (Replica) is available at www._____.

2. Non-Replica Digital Editions

DESCRIPTION OF DIGITAL (Non-Replica): The Digital Edition (Non-Replica) varies from the print product in format and advertising content and/or editorial content. The Digital Edition (Non-Replica) is available at www._____.

3. Subscribers Receive Both Print and Digital Copies

The subscription circulation reported in Par. 1 represents recipients of the print or digital version. Included in Print Editions are _____ subscribers who opted to receive both a digital copy and a print copy.

4. Copies Served Due to Subscriber Providing E-mail Address

Included in Par. 1 is an average of _____ copies per issue served to current paid subscribers as a result of a one-issue extension to the subscription term being given due to the subscriber providing an e-mail address for use by the publication.

5. Average Subscription Price Waiver for 100% Club/Membership (Non-Deductible)

Publications reporting only Club/Membership (Non-Deductible) Subscription Sales are not required to report an average subscription price.

6. Average Subscription Price Waiver for 100% Sponsored Subscription Sales

Publications reporting only Sponsored Subscription Sales are not required to report an average subscription price.

7. Average Subscription Price Waiver for 100% Single Copy Sales

This publication reports no paid subscription circulation. Therefore, no average subscription price calculation is made.

8. Average Subscription Price Waiver for New Members

Owing to the fact that a sufficient period of time has not elapsed since becoming a member of the bureau to maintain records required for calculating an average subscription price, the requirement to report an average subscription price has been temporarily waived.

Prices utilized during the statement period are _____.

9. Average Subscription Price Waiver for < 5% Subscription Circulation

Less than 5% of this publication's circulation is individual subscriptions. Therefore, reporting of an average subscription price is not required.

10. Electric Cooperatives

Subscriptions to _____ are received as a result of membership in local electric cooperatives that make up the _____. As such, subscriptions continue throughout the subscriber's participation in the cooperatives. Expiration dates do not exist, nor are the subscribers required to renew the magazine at any regular interval. Therefore, it is not possible to ascertain the number of new and renewal subscribers. Reporting of Pars. 2 and 8 is not required.

11. Average Subscription Price Waiver for Religious Publications

Religious publications are not required to report an average subscription price.

12. Double Issues

This publication publishes double issues during the year. Each double issue represents two copies of service during the subscription period. This publication published _____ double issues during the average price calculation period. The average price and the annualized price are based on _____ issues.

13. Weighted Average Due to Frequency Change

An increase (or decrease) in frequency occurred during the 12 months ended _____. As a result, a weighted average was used for calculating the annualized average price reported in Par. 2 of this statement.

14. Average Price with 10% or greater variance

Notice: The last audit report for this publication reported an average price variance exceeding 10%. In accord with Rule F 1.4(i), the facts and circumstances are reported below.

Audit Period Ended XX-XX-XX	Audit Report	Publisher's Statement	Difference
Per Copy (net):	\$X.XX	\$X.XX	-X.XX
Annualized (net):	\$X.XX	\$X.XX	-X.XX

15. Lifetime Subscriptions

Included in _____ Subscriptions in Par. 6 is an average of _____ copies per issue served to lifetime subscribers. Subscribers paid between \$_____ and \$_____ for lifetime subscriptions.

(Fill in the applicable subscription category from Par. 6, i.e., Individual, Association, etc.)

16. Transfer Phrasing: Transfer occurred during one statement period

_____ ceased publication with the _____ issue. Effective with the _____ issue, a total of _____ former _____ subscribers were served with _____ for the balance of the subscription term. Subscribers of _____ who wished not to receive _____ were offered a cash refund. Each subscriber received _____ issue(s) of _____ for every issue remaining of their _____ subscription. Included in _____ Subscriptions in Par. 6 is an average of _____ copies per issue served to former _____ subscribers.

17. Transfer Phrasing: Transfer circulation is included in more than one Par. 6 category

_____ ceased publication with the _____ issue. Effective with the _____ issue, a total of _____ former _____ subscribers were served with _____ for the balance of the subscription term. Subscribers of _____ who wished not to receive _____ were offered a cash refund. Each subscriber received _____ issue(s) of _____ for every issue remaining of their _____ subscription. Included in _____ Subscriptions in Par. 6 is an average of _____ copies per issue, included in _____ Subscriptions is an average of _____ copies per issue, and included in _____ Subscriptions is an average of _____ copies per issue served to former _____ subscribers.

18. Transfer Phrasing: Transfer occurred during multiple statement periods

First Statement Period (Full Disclosure)

_____ ceased publication with the _____ issue. Effective with the _____ issue, a total of _____ former _____ subscribers were served with _____ for the balance of the subscription term. Subscribers of _____ who wished not to receive _____ were offered a cash refund. Each subscriber received _____ issue(s) of _____ for every issue remaining of their _____ subscription. Included in _____ Subscriptions in Par. 6 is an average of _____ copies per issue served to former _____ subscribers.

Second Statement Period (Minor Disclosure)

Included in _____ Subscriptions in Par. 6 is an average of _____ copies per issue served to former _____ subscribers.

19. Combination Subscription Sales: Total is reported

_____ subscriptions were sold in combination during this statement period.

Combination Publication	Subscriptions Sold	Subscription Term	Price of Combination	Suggested Retail Price
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20. Combination Subscription Sales: Average from Par. 6 is reported

Combination Subscriptions: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies served from combination subscription programs during this statement period:

Combination Publication	Subscriptions Served	Subscription Term	Price of Combination	Suggested Retail Price
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21. Association (Deductible)

Association (Deductible): The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of _____. Benefits include _____. \$_____ is allocated for a _____ subscription to this publication.

22. Association (Non-Deductible)

Association (Non-Deductible): The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of _____. Benefits

include _____. \$_____ is allocated for a _____ subscription to this publication and is non-deductible from dues.

23. Award Point Subscriptions

Award Point Subscription Sales: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased through the redemption of award points valued at \$_____ per point.

or

Award Point Subscription Sales: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased through the redemption of award points valued at _____¢ - _____¢ per point.

24. Award Point Subscriptions: Frequent Flyer – one sale

Award Point Subscription Sales: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at _____ issues for \$_____, in exchange for the redemption of _____ points at the rate of \$_____ per mile.

or

Award Point Subscription Sales: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased through the redemption of Airline Frequent Flyer Miles valued at _____¢ - _____¢ per mile.

25. Award Point Subscriptions: Frequent Flyer – more than one sale

Award Point Subscription Sales: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at _____ issues for \$_____, in exchange for the redemption of _____ points at the rate of \$_____ per mile, and _____ issues for \$_____, in exchange for the redemption of _____ points at the rate of \$_____ per mile.

26. Award Point Subscriptions – Both Frequent Flyer and Other

Award Point Subscription Sales: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of _____ copies per issue represents copies served to subscribers in exchange for the redemption of Airline Frequent Flyer Miles. These subscriptions were sold at _____ issues for \$_____, in exchange for the redemption of _____ points at the rate of \$_____ per mile.

An average of _____ copies per issue represents copies purchased through the redemption of award points valued at \$_____ per point.

or

Award Point Subscription Sales: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, includes the following:

An average of _____ copies per issue represents copies purchased through the redemption of Airline Frequent Flyer Miles valued at ____¢ - ____¢ per mile.

An average of _____ copies per issue represents copies purchased through the redemption of award points valued at ____¢ - ____¢ per point.

27. Club/Membership (Deductible) Subscriptions

Club/Membership Subscription Sales (Deductible): The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of _____. \$_____ of the club/membership fee is allocated for a _____ subscription to this publication.

28. Club/Membership (Non-Deductible) Subscriptions

Club/Membership Subscription Sales (Non-Deductible): The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of _____. \$_____ of the club/membership fee is allocated for a _____ subscription to this publication and is non-deductible from the club/membership fee.

29. Deferred Subscriptions

Deferred Subscriptions: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies served from returns a month or more after the on-sale date.

30. Group Subscriptions

Group Subscriptions: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in quantities of _____ to _____ to individuals and business concerns for use of branch offices and employees at _____ \$_____.

31. Partnership Subscriptions (Deductible)

Partnership Subscription Sales (Deductible): The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a _____. (-or- other products or services.) Purchasers were advised that \$_____ of the sales price was allocated for a _____ subscription to this publication.

32. Partnership Subscriptions (Deductible) – Table format

Partnership Subscription Sales (Deductible): The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a product or service. Purchasers were advised that a portion of the sales price was allocated for a subscription to this publication. (See table details)

Type of Partnership	Avg. Copies Served	Subscription Term	Amount Allocated
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33. Partnership Subscriptions (Deductible) – Breakout of Print and Digital Copies

Partnership Subscription Sales (Deductible): The average of _____ copies per issue (_____ Print copies; _____ Digital (Replica) copies) (-or- Digital (Non-Replica) copies), shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of other products or services. Purchasers were advised that \$ _____ of the sales price was allocated to this publication for a _____ subscription.

34. Partnership Subscriptions (Deductible) – More than one publication sold with product or service (up to 3 publications are allowed)

Partnership Subscription Sales (Deductible): The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein the following publications were bundled with the purchase of a _____. (-or- with the purchase of other products or services.) Purchasers were advised that a portion of the sales price was allocated for a subscription to each of the following publications:

Publication	Avg. Copies Served	Subscription Term	Amount Allocated
This Magazine			
ABC Magazine			
XYZ Magazine			

35. School Subscriptions

School Subscriptions: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by individuals and various business concerns for delivery to schools.

36. Sponsored Subscriptions

Sponsored Subscription Sales: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

37. Sponsored Subscription Sales – Breakout of Print and Digital Copies

Sponsored Subscription Sales: The average of _____ copies per issue (_____ Print copies; _____ Digital (Replica) copies) (-or- Digital (Non-Replica) copies), shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

38. Military Personnel Subscriptions

Subscriptions for Military Personnel: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by individuals and various business concerns for deployed Military Personnel.

39. Verified Public Place Subscriptions

Verified Public Place: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents reception room subscriptions sold in quantities of _____ to _____. Copies were mailed by the publisher to names and addresses selected from _____.

(Example: Consumer Marketing Solutions database.)

40. Verified Subscriptions include Paid Distribution

Add the following footnote to Pars. 1, 6 and 6A:

#Includes copies with paid distribution, See Par. 9.

Add the following phrasing to Par. 9:

() Included in Verified are the following copies with paid distribution as follows:

Category	Average Copies	Minimum Purchase Price
Regency Club Hotel	600	66¢ per copy
Majestic Suites	450	83¢ per copy

41. Combination Single Copy Sales

Combination Single Copy Sales: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies of the _____, 2009, issue of this publication and the _____, 2009 issue of _____ sold at a combination single copy price of \$_____.

42. Partnership Single Copy Sales (Deductible)

Partnership Single Copy Sales (Deductible): The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies sold in a partnership relationship wherein this publication was bundled with the purchase of a _____. (-or- other products or services.) Purchasers were advised that \$_____ of the sales price was allocated for a copy of this publication.

43. Sponsored Single Copy Sales

Sponsored Single Copy Sales: The average of _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

44. List Source

List Source, averaging _____ copies per issue, shown in Par. 6 and included in Par. 1, represents names obtained from the non-paid lists of _____.

45. Market Coverage Copies

Market Coverage Copies, averaging _____ copies per issue, shown in Par. 6 and included in Par. 1, represent copies delivered to homes or businesses on an issue-to-issue basis. Consecutive issuance is not measured.

46. Delivered With Host Products

Delivered With Host Products, averaging _____ copies per issue, shown in Par. 6 and included in Par. 1, represent copies delivered to homes or businesses with _____. Consecutive issuance is not measured.

(**Example:** delivered to homes or businesses with newspapers.)

47. Non-Paid Bulk

Non-Paid Bulk, averaging _____ copies per issue, shown in Par. 6 and included in Par. 1, represents copies available for pickup at designated locations.

48. Analyzed Non-Paid Circulation includes Paid Distribution

Add the following footnote to Pars. 1 and 6:

#Includes copies with paid distribution, See Par. 9.

() Included in Analyzed Non-Paid are the following copies with paid distribution as follows:

Category	Average Copies	Minimum Purchase Price
Health Foods Retailers	22,525	69¢ per copy

49. Suggested Retail Prices

Suggested Retail Prices: Average Single Copy: _____ Subscriptions: _____ . (-or- No additional prices.)

50. Premium Disclosure

Use of Premiums: A _____, with no advertised or stated value, (-or- with a value of \$ _____,) was offered with subscriptions sold at _____ \$ _____. (-or- was offered with paid subscriptions.)

51. Premium Disclosure - if premiums, terms and/or prices cannot be combined

Use of Premiums: A _____, with no advertised or stated value, (-or- with a value of \$ _____,) was offered with subscriptions sold at _____ \$ _____. (-or- was offered with paid subscriptions.)

A _____, with no advertised or stated value, (-or- with a value of \$ _____,) was offered with subscriptions sold at _____ \$ _____. (-or- was offered with paid subscriptions.)

52. Sweepstakes Contest

A sweepstakes contest was conducted by a subscription selling organization during this statement period. Prizes consisted of both cash and merchandise. Some contestants ordered subscriptions to this publication at _____ \$ _____, although the award was not contingent upon subscribing.

53. Sweepstakes Collection Contest

A sweepstakes collection contest was conducted during this statement period in which cash prizes were offered with paid-in-full subscriptions.

54. Publisher's Expiration Practice

It is the practice of the publisher to expire all subscriptions on a monthly basis; therefore, some subscribers may receive from _____ to _____ more issues than they are entitled to, but no offer of this kind is made to subscribers.